

WorkPlace Excellence


Delivering Innovative and Effective Office Spaces

Ryan K. Doerfler, Acting Director
PBS Center for Workspace Delivery

WESTERN REGIONS CONFERENCE
SHOWCASE
World. Class. Talent.

What's Your Sign?





The workplace should support
how people work now and in
the future.

Different Roles, Different Ways of Working



Ellen, Accountant

Desk-Bound / Concentrative

Works at desk

Uses headset for short calls

IMs coworker about contract

Break room to pickup lunch

Picks up file from HD file room

Takes personal call in focus booth

Works at desk, spreading out files



Jenna, Division Director

Internally Mobile / Interactive

Goes through emails at desk

Has call transferred to her

Meeting in conference room

Lunch with boss in cafeteria

Returns to desk

Team meeting in conference room

Private chat with employee



Andrew, Leasing Rep.

Externally Mobile / Interactive

Meeting at client's office

Work at nearby café

Meet coworker and another client

Lunch with coworker and client

Return to office with coworker

Ad hoc meetings with team

Work on reports with coworker



Ellen the Accountant

desk-bound, concentrative

Works at desk

Uses headset for
short calls

IMs coworker about
contract

Break room to
pickup lunch

Picks up file from
HD file room

Takes personal call
in focus booth

Works at desk,
spreading out files





Jenna the Division Director

internally mobile, interactive

Goes through
emails at desk

Has call transferred
to her

Meeting in
conference room

Lunch with boss in
cafeteria

Returns to desk

Team meeting in
conference room

Private chat with
employee





Andrew the Sales Person

externally mobile, interactive

Meeting at client's
office

Work at nearby café

Meet coworker and
another client

Lunch with coworker
and client

Return to office with
coworker

Ad hoc meetings
with team

Work on reports with
coworker



Different Work Environments



Ellen, Accountant

Desk-Bound / Concentrative



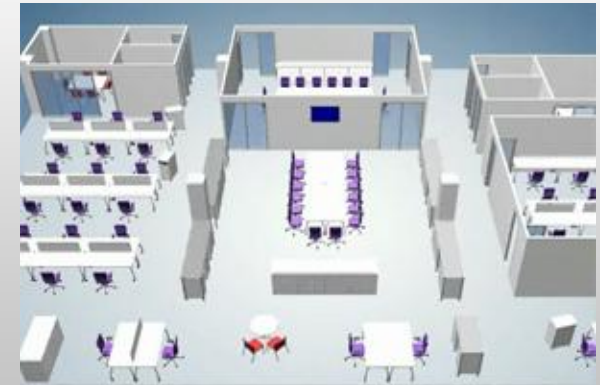
Jenna, Division Director

Internally Mobile / Interactive



Andrew, Sales Rep.

Externally Mobile / Interactive



The workplace should quantifiably contribute to achieving the organization's goals.

Goals Matter



The Workplace Can Help Achieve Them



Finance



Customer



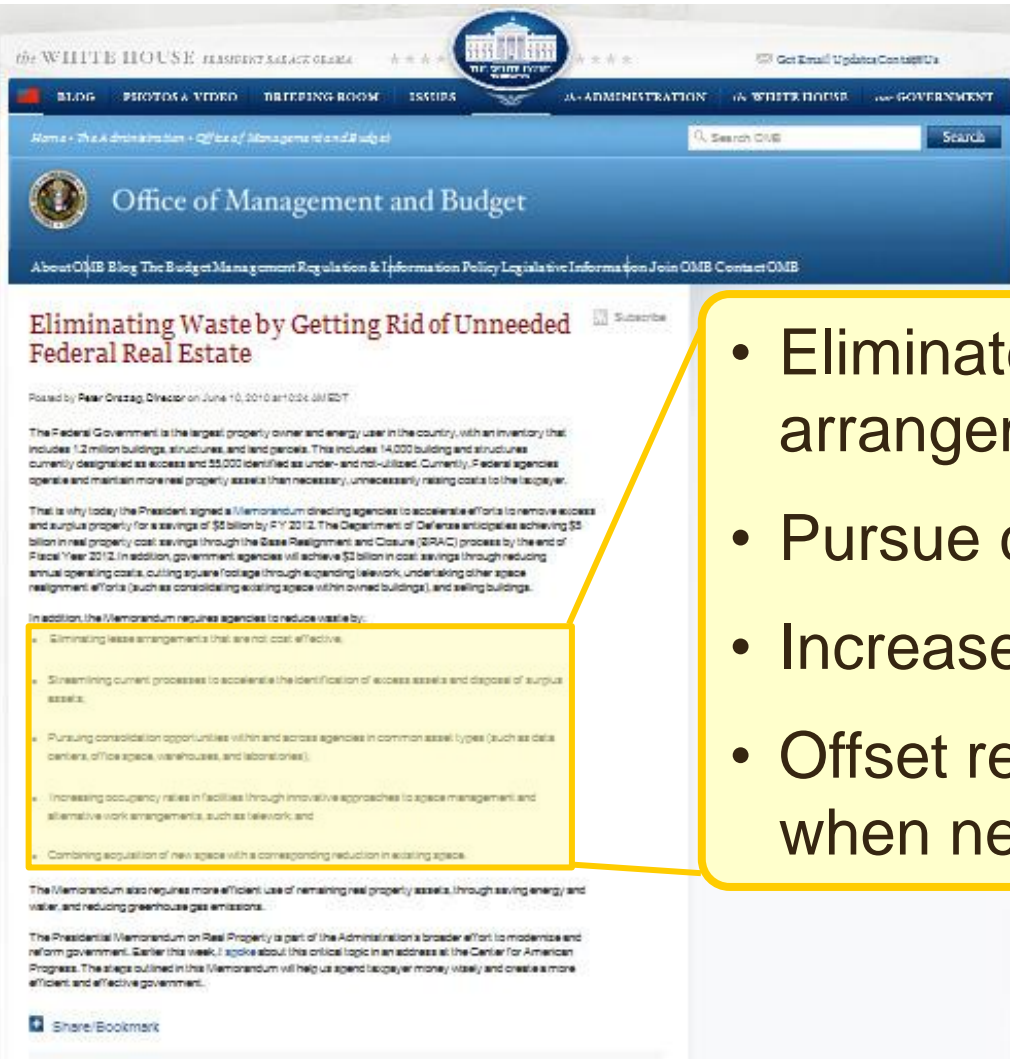
Business Process



Human Capital

Plus, Another Shared Goal

June 10, 2010, Presidential Memorandum — Disposing of Unneeded Federal Real Estate



The screenshot shows the White House website's header with navigation links like BLOG, PHOTOS & VIDEO, and BRIEFING ROOM. Below the header is the Office of Management and Budget section. The main content area features a blog post titled "Eliminating Waste by Getting Rid of Unneeded Federal Real Estate" by Peter Orszag, dated June 10, 2010. The post text discusses the Federal Government's large property inventory and the need to eliminate waste. A yellow callout box highlights a list of five actions required by the Memorandum: eliminating non-cost-effective leases, streamlining processes for surplus assets, pursuing consolidation opportunities, increasing occupancy rates, and combining acquisition with reduction in existing space. The post also mentions that the Memorandum requires more efficient use of remaining assets and reducing greenhouse gas emissions.

Eliminating Waste by Getting Rid of Unneeded Federal Real Estate

Posted by Peter Orszag, Director on June 10, 2010 at 10:34 AM EDT

The Federal Government is the largest property owner and energy user in the country, with an inventory that includes 1.2 million buildings, structures, and land parcels. This includes 14,000 building and structures currently designated as excess and 55,000 identified as under- and not-utilized. Currently, Federal agencies operate and maintain more real property assets than necessary, unnecessarily raising costs to the taxpayer.

That is why today the President signed a Memorandum directing agencies to accelerate efforts to remove excess and surplus property for a savings of \$3 billion by FY 2012. The Department of Defense anticipates achieving \$3 billion in real property cost savings through the Space Realignment and Closure (SRAC) process by the end of Fiscal Year 2012. In addition, government agencies will achieve \$2 billion in cost savings through reducing annual operating costs, cutting square footage through expanding telework, undertaking other space realignment efforts (such as consolidating existing space within owned buildings), and selling buildings.

In addition, the Memorandum requires agencies to reduce waste by:

- Eliminating lease arrangements that are not cost-effective.
- Streamlining current processes to accelerate the identification of excess assets and disposal of surplus assets.
- Pursuing consolidation opportunities within and across agencies in common asset types (such as data centers, office space, warehouses, and laboratories).
- Increasing occupancy rates in facilities through innovative approaches to space management and alternative work arrangements, such as telework, and
- Combining acquisition of new space with a corresponding reduction in existing space.

The Memorandum also requires more efficient use of remaining real property assets, through saving energy and water, and reducing greenhouse gas emissions.

The Presidential Memorandum on Real Property is part of the Administration's broader effort to modernize and reform government. Earlier this week, I spoke about this critical topic in an address at the Center for American Progress. The steps outlined in the Memorandum will help us spend taxpayer money wisely and create a more efficient and effective government.

Share/Bookmark

- Eliminate costly lease arrangements
- Pursue consolidations
- Increase occupancy rates
- Offset reductions in inventory when new space is acquired

GSA should provide insightful and innovative workplace strategies to its customers.



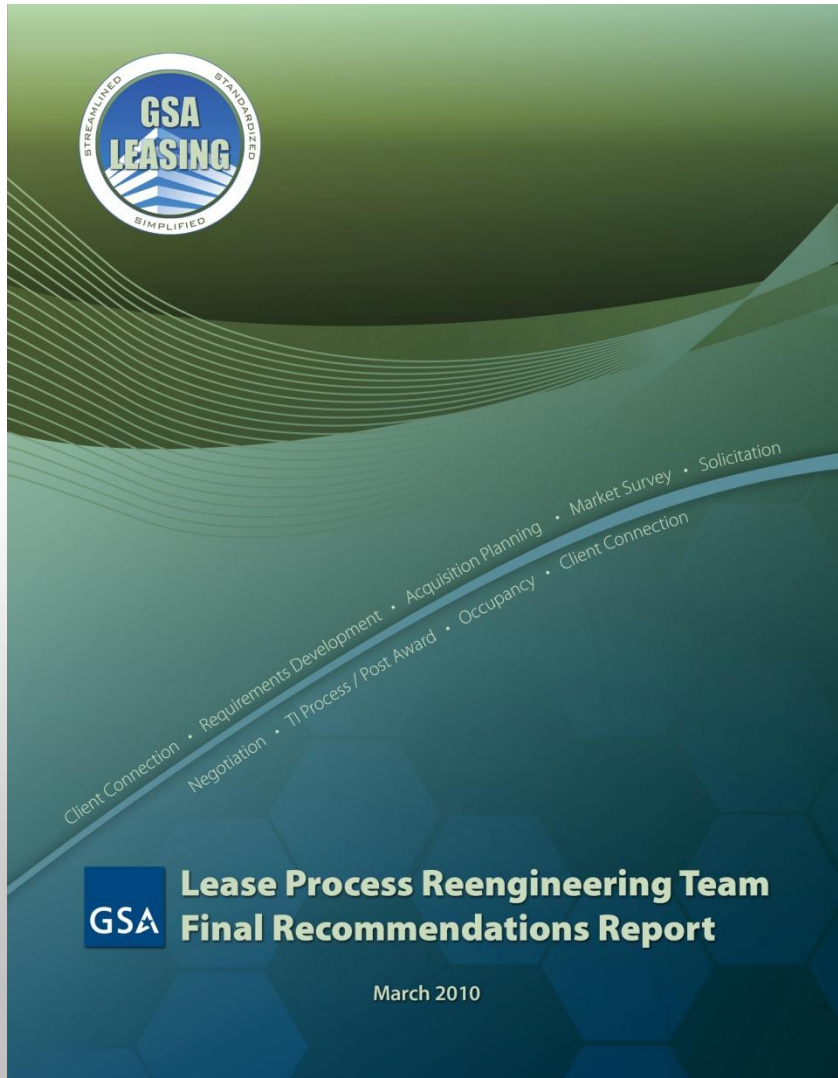
Our Commitment

“PBS offers requirements development services to define requirements for new, expansion, or replacement space. PBS meets with tenant agencies to gather facts and analyze **tenant agency mission, employee work styles, workflows, personnel, utilization, and security needs to prepare a preliminary Needs Assessment.** If applicable, PBS may provide professional consulting services, using in-house or contracted staff, to develop requirements.

The deliverable is a comprehensive, **formal requirements package that captures the tenant agency’s conceptual space needs.** The official requirements package plus the development and negotiation of OAs (Occupancy Agreements) with tenant agencies are also provided in the requirements development stage.”

***PBS Pricing Guide, 4th edition,
Sections 2.15.3.G & 3.16.1B,
Requirements Development***

Having Them Can Make Life Easier



Insightful Space Requirements

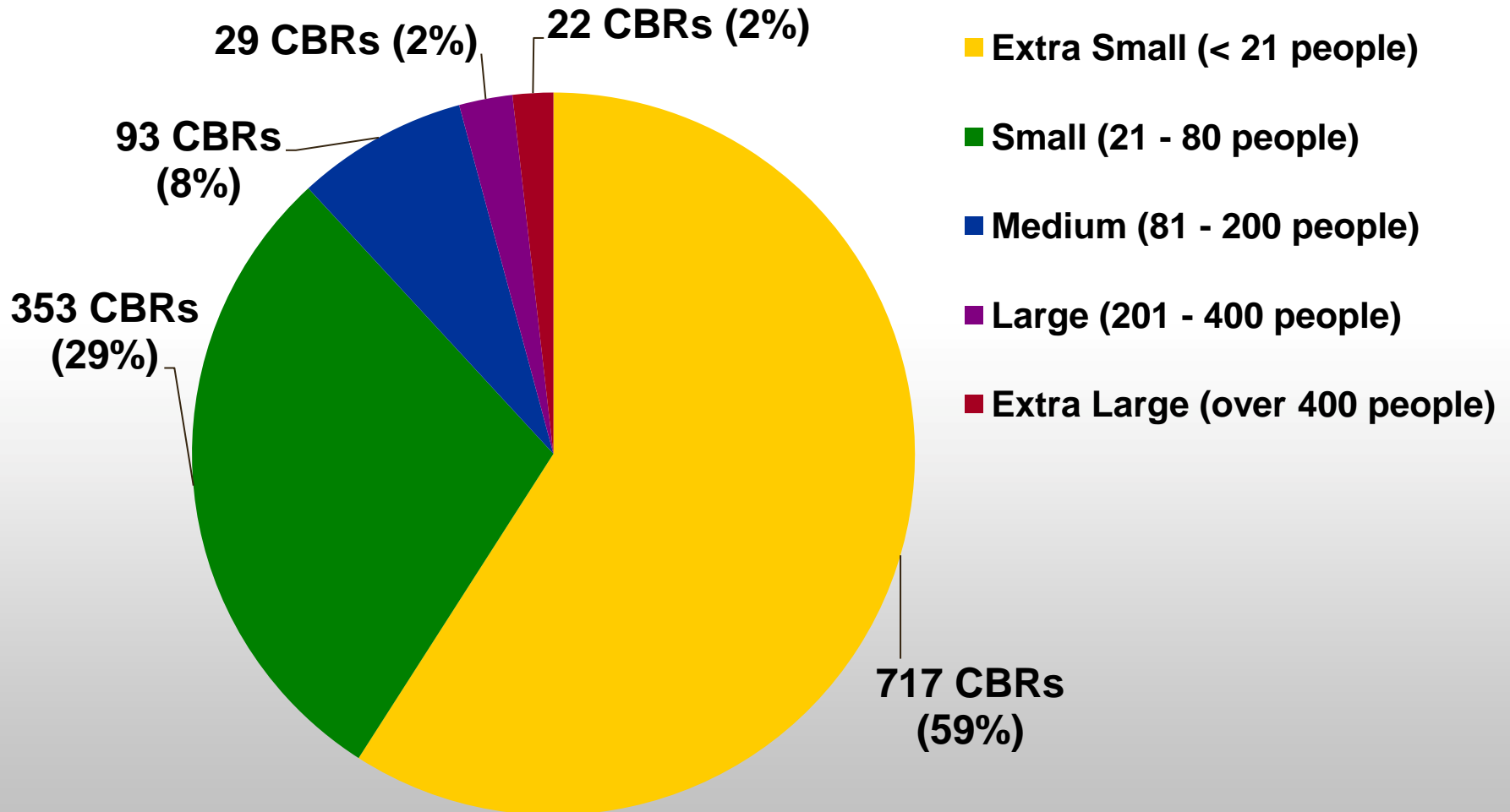
- Simplify lease acquisitions
- Enhance flexibility to react to client needs
- Improve SFOs

Are we there yet?

A Brief Look Back



Teeny-Tiny is a Big Deal



Average Annual Distribution of Office CBRs over 250 usable sq. ft.



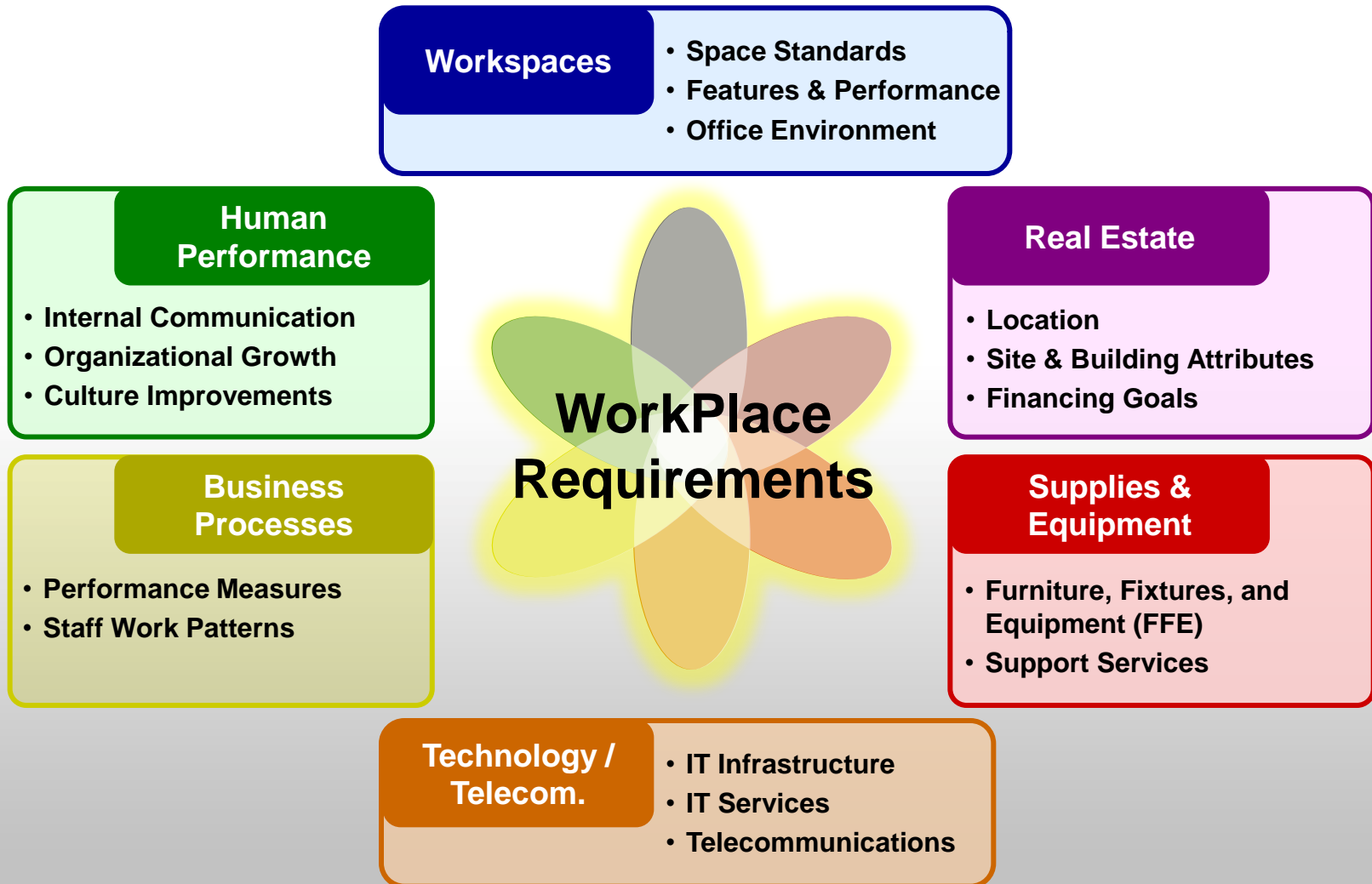
Our Guiding Principles

- #1 The workplace must support how people work now and in the future.

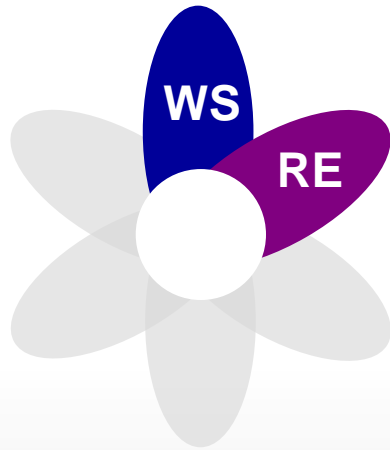
- #2 The workplace must quantifiably contribute to achieving the organization's goals.

- #3 GSA will provide insightful and innovative workplace strategies to its customers, regardless of location and project size.

It's Not Just About Space

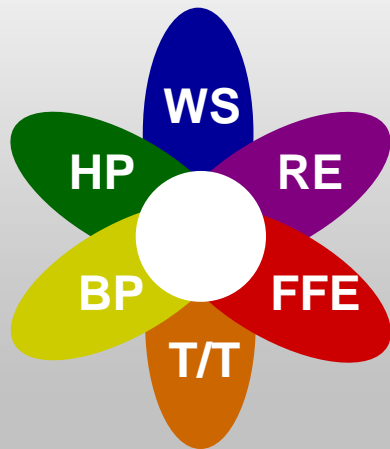


“Scalability” Isn’t Always a Pain



Basic Requirements Development

- Smaller organizations (under 80 people)
- Routine workplace needs
- Hesitant or skeptical customers
- GSA frontline personnel



Strategic Requirements Development

- Larger organizations (over 80 people)
- Complex workplace needs or drivers
- Willing and open customers
- Workplace consultant with GSA SME

Simple Tools for Simple Projects

GSA

GSA/PBS Needs Assessment Questionnaire

Date: September 23, 2009
GSA Associate: Kenneth Kole

I. AGENCY INFORMATION

1. Federal Agency: US Complaints Department
 2. Department and/or Branch: Complaints Reception and Process Center
 3. Agency Bureau Code: 1111
 4. Agency Representative: Carolee Christmas
 - a) Position/Title: State Administrative Officer
 - b) Phone No: 513-501-1111
 - c) Fax No:
 - d) E-Mail: cchristmas@usc.d.gov
 - e) Authorized to Approve:
 - I. Formal Requirements Document X yes ☐ no* _____
 - II. Project Management Plan X yes ☐ no* _____
 - III. Agency Space Changes ☐ yes ☐ no* Don't know
 - IV. Funding X yes ☐ no* _____
- *If no, please note authorized approving official

II. BACKGROUND INFORMATION ON CURRENT SPACE

1. Location of Current Assignment: 111 Main Street, Cincinnati, OH, 45201
2. Existing Rentable Square Feet: 960 sf
3. Existing Usable Square Feet: 800 sf

III. DOCUMENTATION

Obtain a copy of the following items if available and/or applicable:

☐ Floorplans of Existing Space

Able to obtain floorplan of similar USCD office in Nashville, TN

☐ Furniture drawings of existing space

Not available

Attach a copy of the following items to this document:

X Agency Mission and/or Initiatives

Received from Regional Account Manager

X Organization Chart/ Structure

Received from Regional Account Manager

X Staff List This list should include each authorized staff member's position/title and GS grade (if applicable).

Received from client, in the same document as headcount

X Agency Space Standards National space standards that govern the procurement and design of space.

Obtained a list of desired space types and square feet from client POV

X Current Headcount

X Future Headcount

Have obtained headcount information from client POV

Space Program

United States Complaint Department

Replacement Leased Space - Cincinnati, Ohio

Space Summary

Individual Workspaces | Offices
Individual Workspaces | Workstations
Standard Support | Meeting Spaces
Standard Support | Resource Spaces
Special Support Spaces

(=) Total Net Area

square feet notes

7,050 sf from Table 1.1 below

128 sf from Table 1.2 below

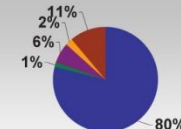
550 sf from Table 2.1 below

200 sf from Table 2.2 below

1,000 sf from Table 3 below

8,928 sf

Distribution of Space



■ Individual Workspaces | Offices
■ Individual Workspaces | Workstations
■ Standard Support | Meeting Spaces
■ Standard Support | Resource Spaces
■ Special Support Spaces

(+) Internal Circulation

29.0%

=

2,589 sf

% above Total Net Area; Includes 4% fit factor for possible building floor plate inefficiencies.

(=) Total Usable Area

11,517 usf used in Occupancy Agreement

Rentable / Usable Factor

x

1.15

multiplier that converts usable area to rentable area

(=) Total Rentable Area

13,245 rsf used in Occupancy Agreement

Headcount Summary

Federal Employees:

47

both full and part-time employees

Contractors:

2

both full and part-time employees

Staff from other organizations:

other individuals that require a workspace

Total Occupants:

49



Why Deal with Each Project On its Own?

National Workplace Engagements are mini-workplace programs provided to customers. They:

- create national workplace standards and submission templates
- address recurring issues all at once
- provide consistent and complete requirements
- cost a fraction of stand-alone efforts
- are managed by the Center for Workspace Delivery

Experts May Be Sitting Right Next to You!

Region Regional Subject Matter Experts

- | | |
|----|--|
| 1 | Holli Roberts, Andrea Strobel |
| 2 | Jean Keane, Danielle Kamis, Dalia Herbert |
| 3 | Vija Brewer Long, Dorothy Grosick, Nancy Sebastiano-Woloszyn |
| 4 | Elizabeth Nida, Cassandra Mosley, Amy Sheehan |
| 5 | Kimberly Skaff, Ronnie Bent |
| 6 | Heather Edwards, Cynthia Schardt |
| 7 | Nina Hyre, Julie Ure, Rebecca Parham, Elbert Godwin |
| 8 | Patricia Hearn, Verna McCain, Laurie Fox |
| 9 | Naomi Hatkin, Kathleen Cruise, Gerald Mullarkey |
| 10 | Carmie Simons, Richard Baker |
| 11 | Susan Schwarz, Lois Bennett, Wendy Coonin |

Who Remembers Carolee Christmas?

Basic Requirements Development Training

A light orange map of the United States with white state boundaries. Five callout boxes are overlaid on the map, each containing text about the training program. The boxes are: a green box in the top left, a purple box in the top center, a dark red box in the bottom left, a brown box in the middle right, and a dark blue box in the bottom center.

**Conducted in
every region**

**Rated 4.4
out of 5**

**Over 1,000
PBS employees
trained**

**Sessions going
On now!**

**Expanded training
throughout FY11**



Feedback Time...

WorkPlace Excellence

Delivering Innovative and Effective Office Spaces

Ryan K. Doerfler, Acting Director

PBS Center for Workspace Delivery

(206) 763-3375

ryan.doerfler@gsa.gov or workplace@gsa.gov

WESTERN REGIONS CONFERENCE

SHOWCASE

World. Class. Talent.